

CATHOLIC SCHOOL MANAGEMENT

2010 Summer Certificate Programs & Seminars

FINDING OPPORTUNITY
IN CRISIS:
*Strategies
For Visionary
Leadership*



CSM Programs will help
ensure the success of your
Catholic school during the
economic downturn.

at the University of **Notre Dame**



July 26 - July 30, 2010

**The Most Complete Professional Development Programs
For Catholic School Leaders**

CSSM
CM

Welcome to the University of Notre Dame Certificate Program Highlights

Sunday, July 25, 2010

Join your colleagues from around the world and the Catholic School Management staff for *cocktails and a summer evening* in Indiana.

Monday, July 26, 2010

8:00 a.m. – Let the professional networking begin... Join us for a *continental breakfast* and registration.

5:00 p.m. – The CSM program provides an abundance of opportunities to play, pray, and work together. Join us for a special opening *Eucharistic Liturgy*. Program participants may serve as leaders, cantors, gift bearers, and petitioners.

6:30 p.m. – Be sure to plan on continuing the professional networking as you discuss the day's activities with your colleagues at an *All-American barbeque*.

Other highlights available to participants in selected programs may include:

- Tours of the Notre Dame Campus
- Open discussion with representatives from the University of Notre Dame Alumni/Development and Admissions Offices
- Tour of the Stadium and Athletic Facilities
- Roundtable discussions to share “best practices” and sample literature



And, of course, *the CSM faculty will be available to you all week* for private appointments and counsel.



“Drive-in” One-Day Seminars

Be sure to examine the learning opportunities available through our one-day seminars (see pages 14-18). These seminars will begin with a networking breakfast and registration at **8:00 a.m.** on Friday, July 30, 2010. These very focused programs will examine:

- The President/Principal Administrative Model for a Catholic School
- Preparing for the Capital Campaign
- Establishing and Empowering an Active Alumni Association
- Enhancing the Elementary School Annual Fund
- Pastoring a Parish with a Catholic School: Essential Tools and Skills for Effective Pastors

2010 Summer Certificate Programs & Seminars

at the University of **Notre Dame**

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Catholic School Management, Inc.

Web: www.catholicschoolmgmt.com

P.O. BOX 4071 • MADISON, CONNECTICUT 06443 • (203) 421-5169 • FAX: (203) 421-5172

Dear Colleague in Catholic Education:

Will your Catholic school survive the economic downturn and flourish in the years ahead as the United States emerges from this deep recession?

This year's Summer Certificate Programs in Catholic school management at the University of Notre Dame are designed to provide you with the tools and strategies necessary for successful leadership and long-term sustainability. Among the key strategies which will be taught and discussed are the following:

- Effective marketing for enhanced image;
- Key components of a successful web presence;
- Essential ingredients for compelling websites;
- Effective and timely strategies for recruiting students;
- Five key strategies for reducing student attrition;
- Four key strategies for long-term financial health and viability;
- The dynamics of successful leadership through well-articulated vision and collaboration.

Catholic schools are more important than ever to both the Church and society. It is my firm belief that Catholic schools can remain viable and vital centers of high quality education integrated with Gospel values. Your school, too, can be strengthened as we emerge from these difficult economic conditions.

Having worked with more than 3,700 Catholic schools, almost all of which are still open and thriving, I can say with confidence that these programs offer the best content and value available anywhere in the United States for Catholic school administrators, pastors, faculty, Board members, and volunteers. All of us at Catholic School Management pledge to provide you with guidance and solutions which will benefit Catholic schools now and for years to come.

I invite you to review the brochure in its entirety and to take advantage of the "Early Bird Registration." Please also share this brochure with your colleagues, and plan to join us at the University of Notre Dame in July.

I personally look forward to the opportunity to work with you for the benefit of your Catholic school.

Sincerely,

Richard J. Burke, President

MEET THE FACULTY

Richard J. Burke

President, CSM
Senior Executive Consultant
Research, Assessments, Finance, Planning,
Governance

Shirley A. Arnold

Adjunct Consultant
Guidance, Curriculum, Assessments

Edward J. Barrett

Adjunct Consultant
Development

Joseph W. Bracco

Adjunct Consultant
Development, Planned Giving

Albert E. Catelli

Adjunct Consultant
Development, Enrollment, Marketing

Sr. Carol Cimino, SSJ, Ed. D.

Adjunct Consultant
Administration, Development, Enrollment
Management

Lois K. Draina, Ph. D.

Consultant
Administration, Searches, Governance,
Curriculum, Assessments

Carol A. Edelman

Adjunct Consultant
Finance and Business Management

Donald L. Edwards, Ed. D.

Adjunct Consultant
Administration, Curriculum, Assessments,
Faith Community Affairs

Rachel L. Ellingson

Adjunct Consultant
Enrollment Management, Marketing

Richard E. Feitel

Senior Development Consultant
Development, Assessments, Alumni Programs

Gary J. Gelo

Adjunct Consultant
Marketing, Enrollment, Development

Frank A. Glowaty

Adjunct Consultant
Administration, Development, Assessments

Stephen J. Hammond

Adjunct Consultant
Administration

Susan R. Hoffman

Senior Development Consultant
Enrollment, Development, Marketing

Joseph D. Hollowell

Adjunct Consultant
Administration, Presidential Mentoring,
Assessments, Development

Jennifer C. Kensel

Adjunct Consultant
Planning, Mission, Assessments, Administration,
Searches

Kevin M. McDonough

Adjunct Consultant
Guidance, Curriculum, Assessments

Fr. Richard J. McGrath, OSA, Ph. D.

Adjunct Consultant
Athletic Programs, Administration, Searches

Aline P. Norwood

Adjunct Consultant
Development, Assessments, Marketing

G. Joseph Peters

Adjunct Consultant
Administration, Governance,
Clinical Supervision

Thomas H. Posnanski

Adjunct Consultant
Administration, Development, Searches,
Athletic Programs

Kim R. Pryzbylski, Ph. D.

Adjunct Consultant
Searches, Administration, Governance

Maria J. Ribera

Vice President for Assessment, Academic and
Technology Services
Curriculum, Technology, Academic Programs

Mary Beth Riley

Adjunct Consultant
Enrollment

Mary Lou Schoone

Consultant
Administration, Spirituality, Enrollment

Gail I. Sherman

Adjunct Consultant
Administration, Development, Enrollment
Management

Steven J. Virgadamo

Senior Adjunct Development Consultant
Development, Enrollment, Marketing

Robert S. Webb

Adjunct Consultant
Development, Assessments,
Alumni Programs

PROGRAM ONE

5-DAY PROGRAM: JULY 26 - JULY 30

(Monday through Friday)

CATHOLIC SCHOOL “TURNAROUND” STRATEGIES



Declining Enrollment? Financial Problems? Staff Turnover? Catholic School Management's unique approach and twenty specific strategies can enhance your school's viability and lead to:

- **Increased enrollment;**
- **Financial viability;**
- **Committed staff and volunteers;**
- **Quality Catholic education for hundreds of students for many years to come.**

What are the common characteristics that distinguish thriving and effective Catholic schools? Based on thirty-five years of experience with more than 3,700 Catholic schools in the United States and Europe with all but seven client schools still open, Catholic School Management consultants will strategically identify and discuss 20 key areas critical to school success. Within each area, specific strategies for Catholic school viability will be highlighted. This program is designed to address considerations specific to both Catholic elementary and secondary schools.

Using materials from their own schools, participants will analyze each area related to their own school's viability in order to generate a "report card" that identifies priority areas to effect a school "turnaround." Participants will conclude this week-long program with distinct goals for each area, and a wealth of supporting materials to assist with the achievement of objectives and the effective implementation of action plans. Additionally, participants will have the opportunity to speak with current Catholic school administrators who have staged successful "turnarounds" at both the elementary and secondary levels.



"The content was practical and useful and necessary for Catholic school management. I leave here with a clear focus of what I need to do for the visibility of my school... This conference was exceptionally worthwhile."

– Anonymous

"The instructors are experts in their fields and this comes through very clearly. Well done."

– Dr. Joe Belinski

PROGRAM ONE

(continued)

CATHOLIC SCHOOL “TURNAROUND” STRATEGIES

WHO SHOULD ATTEND:

Presidents
Principals
Business Managers
Admissions Officers
Diocesan
Superintendents
Assistant Principals
Board Members
Pastors

METHODOLOGY:

Lecture
Small and Large
Group Discussion
Guided Reading
Goal-Setting
Q & A Session with
Current Catholic School
Administrators

PROGRAM LEADER

Maria J. Ribera

The comprehensive scope of this program provides the “big picture” understanding of school viability and vitality that is needed in order to implement effective change. Participants will be provided the opportunity to meet and work with various Catholic School Management consultants representing vast experience and expertise in the many areas to be discussed. Issues and areas to be addressed will include:

1. Philosophy
2. Mission
3. Vision
4. Charism/Sponsorship
5. Ownership
6. Governance
7. Strategic Planning
8. Administrative Structure
9. Administrative Span of Control
10. Administrative Effectiveness
11. Effective Academic Programming
12. Effective Integration of Technology with the Academic Program
13. Guidance and Counseling Programs
14. Student Advisories
15. Student Involvement in Campus Ministry, Community Service Learning, Clubs, Activities, and Athletics
16. Marketing for Image and Enrollment
17. Enrollment Management
18. Parent Groups, Booster Clubs, Alumni, and Alumni Parent Involvement
19. Financial Planning and Financial Management
20. Comprehensive Development/Institutional Advancement

CATHOLIC SCHOOL DEVELOPMENT

A practical and comprehensive examination of the components of successful development programs



WHO SHOULD ATTEND:

Presidents/Principals
Pastors
Development Directors
Development Committee Members
Board Members
Development Volunteers

METHODOLOGY:

Lecture
Group Discussion
Role Playing

PROGRAM LEADERS

Frank A. Glowaty
Edward J. Barrett

This program presents comprehensive coverage of the components of a successful development program for both Catholic elementary and secondary schools.

During four intense days, participants will work with faculty members who are experts in the field and have an opportunity to share issues and concerns with their colleagues. Participants will address the sequential steps in successful development programs, including: establishing, preservicing and inservicing school boards; mission clarification; strategic planning; communication and marketing programs; annual giving; fundraising coordination; grantsmanship; and the use of planned giving programs to fund the school endowment.

Participants will gain valuable expertise and leave with the tools for successful Catholic School Development.

TOPICS INCLUDE:

- Foundations of Development
- Initiating a Successful Development Program
- Providing Evidence of Quality Catholic Education
- Mission Clarity
- Communication Programs/Relationship Building
- Planning and Implementing the Successful Annual Appeal
- Major Gift Solicitation Training
- Fundraising Coordination
- Phonathons
- Evaluating the Development Program



"This week far exceeded my expectations. I feel very prepared for the road ahead and would love to participate again as I grow in this profession."

– Tim Murphy

THE GRADUATE PROGRAM FOR INSTITUTIONAL ADVANCEMENT PROFESSIONALS



WHO SHOULD ATTEND:

Administrators

Development Professionals

Board Members

Trustees

Annual Fund Volunteers

Diocesan Personnel

METHODOLOGY:

Case Studies

Small Group Discussion

Role Playing

Individual Plan Presentation

PROGRAM LEADERS

Steven J. Virgadamo

Richard E. Feitel

This program is designed to assist experienced Catholic school administrators and development personnel – including presidents, board members, and advancement professionals – to enhance their development programs with emphasis placed on relationship-building. Participant profiles are used to customize the program to meet the needs of participants each year. Typically:

- Tools to audit the effectiveness of existing programs are presented and discussed;
- Annual fund enhancement strategies are examined in detail;
- Capital campaign readiness, planning, and post-campaign strategies are examined;
- Gift planning programs are addressed from a donor's perspective;
- Strategies to hire, manage, motivate, and challenge advancement staff are discussed and examined;
- Major gift solicitation training is emphasized as a means of moving the funding efforts from the mail room to the living room;
- Case studies are used extensively;
- Professional networking opportunities abound.

TOPICS INCLUDE:

- Preparing and Strengthening the Institutional Development Plan
- Marketing: Research, Roles, and Relationships Necessary to Improve Image and Attract Resources
- Building and Maintaining Relationships with Various Publics
- Public Relations and Communication Strategies
- Enhancing the Annual Fund
- Donor Prospect Identification, Cultivation, and Solicitation
- Direct Mail, Phonathon, and Web-based Fundraising
- Gift Planning Programs

"I love the fact that it is a Catholic program – the spirit with which the program is framed, the ability to share with other ministers from across the country is what our faith is all about! Thank you!"

– Dan Brenner, FSC



PROGRAM FOUR

4 DAYS: JULY 26 - JULY 29

(Monday through Thursday)

EFFECTIVE STUDENT RECRUITMENT AND RETENTION FOR THE CATHOLIC ELEMENTARY SCHOOL

Enrollment management programs designed to enhance image and increase enrollment in Grades PreK-8!

FINDING OPPORTUNITY
IN CRISIS:
Strategies
For Visionary
Leadership

WHO SHOULD ATTEND:

Principals

Pastors

Recruitment/
Admissions Staff and
Volunteers

Development Directors

Board Members

Diocesan Personnel

Religious Community
Leaders

METHODOLOGY:

Lecture

Small Group
Discussion

Q & A Session with
Panel of Enrollment
Experts

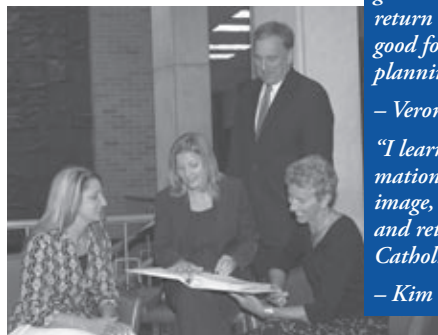
PROGRAM LEADER

Susan R. Hoffman

Tailored to the specific needs of participants and their schools, this energizing program provides individuals with the knowledge and tools necessary for designing and managing a successful elementary school enrollment program. Marketing, communication, student recruitment, admissions, and retention strategies are covered in depth and presented in the context of critical research and best practices of successful schools. Participants will develop specific strategies to evaluate, forecast, and grow school enrollment.

TOPICS INCLUDE:

- Applying Marketing Principles to the Catholic School Model
- Marketing the Catholic Elementary School to Generation X Parents
- Developing Impressive Communication Materials
- Defining Roles and Responsibilities for Staff and Volunteers
- Involving Parents and Volunteers in the Recruitment Process
- Hosting Effective Open Houses and Recruitment Events
- Monitoring and Improving Student Retention
- Developing Grade-Specific Retention Strategies
- Utilizing the Internet for Marketing Impact and Results
- Designing a Comprehensive Enrollment Management Plan



"I feel I can implement some great things immediately upon return to my school and have a good foundation for long-range planning."

– Veronica Antoske

"I learned a great deal of information and ideas to enhance image, increase enrollment, and retain students for our Catholic academies."

– Kim Orbik

PROGRAM FIVE

4 DAYS: JULY 26 - JULY 29

(Monday through Thursday)

ENROLLMENT MANAGEMENT FOR THE CATHOLIC SECONDARY SCHOOL

*30% of the Catholic schools in the United States have a waitlist.
This program is designed to help your school have one too!*

**FINDING OPPORTUNITY
IN CRISIS:
Strategies
For Visionary
Leadership**



WHO SHOULD ATTEND:

Principals

Presidents

Recruitment
Directors

Admissions Directors

Development Officers

Diocesan Personnel

Religious Community
Leaders

METHODOLOGY:

Lecture

Group Discussion

UND Admissions
Office Seminar

PROGRAM LEADER

Albert E. Catelli

This program will provide in-depth coverage of student recruitment, admissions, and retention strategies. Participants will be able to design comprehensive enrollment management plans as well as strategies for their implementation within the context of the school's mission statement. Student recruitment and retention strategies are presented in the context of critical research and successful on-site consulting experience. Online technology as an enrollment management tool will be explored.

TOPICS INCLUDE:

- Applying Marketing Principles to the Catholic School Model
- Designing the Appropriate Student Recruitment/Admissions/Retention Plan
- Involving Students, Parents, Alums, and Other Volunteers in the Recruitment Process
- Using School Newsletters, Brochures, Videos, and Other Materials for Student Recruitment
- Developing Grade-Specific Retention Strategies
- Raising Faculty Awareness of the Role in Retaining Students
- Defining Roles and Responsibilities for Administrators, Board Members, Faculty, and Staff
- Developing Marketing Strategies Appropriate to Research in Catholic Schools
- Using the Internet as a Marketing Tool
- Using Database Management as a Tool for Mail Merging, Planning, and Reporting



"The information was clear and relevant, including research evidence. It was helpful to be in a small group, which afforded more opportunity for individual input and questions...I learned a number of specific strategies I will be able to use."

— Linda Barnes

PROGRAM SIX

4 DAYS: JULY 26 - JULY 29

(Monday through Thursday)

CATHOLIC ELEMENTARY SCHOOL ADMINISTRATION: *LEADERSHIP FOR TODAY, PLANNING AND VISION FOR TOMORROW*

FINDING OPPORTUNITY
IN CRISIS:
*Strategies
For Visionary
Leadership*



WHO SHOULD ATTEND:

Principals
Vice Principals
Teachers
Religious Community
Leadership

METHODOLOGY:

Small Group
Discussion
Lecture
Case Studies/
Simulations
Videos
Role Playing
In-Basket Activities
Problem Solving
Groups

PROGRAM LEADERS

Gary J. Gelo
G. Joseph Peters

This Certificate Program is designed specifically for Catholic elementary school administrators, pastors, and Diocesan supervisors. Participants will be provided with specific information designed to enhance the current and long-term viability of the Catholic elementary school.

TOPICS INCLUDE:

- Mission-Driven Leadership and Collaboration
- Spiritual Leadership and Prayer
- The Power of Vision
- Pastor/Principal Relationships
- Effective Models of Governance
- School Law
- Strategic Planning
- Marketing Programs
- Enrollment Management Programs
- Financial Planning, Budgeting, and Financial Reporting
- Instructional Leadership
- Integration of Technology with the Curriculum
- Clinical Supervision and Educational Goal Setting
- Administrator's Role in Development



"The content and specificity were what I wanted and needed. I enjoyed the input and shared experiences with the participants. It is also good to have the contact information of the staff and participants."

– Fr. Carroll Wheatley

LEADING CATHOLIC SECONDARY SCHOOLS: SKILLS AND STRATEGIES FOR SUCCESS



WHO SHOULD ATTEND:

Principals
New and Experienced
Presidents
Vice Principals
Diocesan
Superintendents/Vicars
of Education
Religious Community
Leadership
Board Chairs and
Members

METHODOLOGY:

Seminar Style
Discussion
Case Analysis Format
Simulations
Videos
In-Basket Activities
Individualized Problem
Solving Sessions

PROGRAM LEADER

Jennifer C. Kensel

This Certificate Program is designed for both new and experienced Catholic secondary school administrators, administrative teams, and Diocesan administrators. The Program is designed to address the complex issues of Catholic secondary school administration, and is suitable for board members and members of sponsoring religious communities. Participants will be energized with new problem-solving strategies and a renewed commitment to their current and future leadership roles in Catholic education.

TOPICS INCLUDE:

- Mission Clarity and Effectiveness
- Visionary Leadership
- Strategic and Operational Planning
- Organizational and Cultural Dynamics
- Effective Models of Ownership, Governance, and Administration
- Administrative Leadership and Succession Planning
- Supervision and Evaluation
- Communication Strategies and Change Management
- Role of the Leader in Institutional Advancement



"I was motivated and excited to implement changes discussed here. The program leaders made me feel that they were personally invested not only in my development, but in helping me meet the personal challenges I face in my school."

– James Schlegel

BUDGETING AND FINANCIAL MANAGEMENT IN CATHOLIC SCHOOLS

Ensuring Financial Viability Through Long-Range Financial Planning



WHO SHOULD ATTEND:

Principals/Presidents
Business Managers
Bookkeepers
Finance Committee Members
Diocesan Personnel

METHODOLOGY:

Lecture
Group Discussion
Budget Preparation, Review, and Analysis

PROGRAM LEADER

Richard J. Burke

Financial planning, bookkeeping, accounting, financial management, and financial reporting procedures will be addressed, along with effective budgeting and budget development processes.

This Certificate Program is designed to provide a thorough understanding of the Catholic school financial planning and management processes with an emphasis on cash flow management and budget control procedures. Opportunities are provided for participants to explore in detail financial issues of critical importance to their schools.

TOPICS INCLUDE:

- Development of a Formal, Written, Long-Range Financial Plan
- The Relationships Between Financial Planning and Strategic Planning
- Development of a Budget Control System
- Development of a Calendarized Budget
- Development of a Cash Flow Monitoring System
- Definitions and Understanding of FASB Statements #116 and #117
- Effective Financial Reporting
- Financial Management and Reporting as Keys to Accountability and Transparency



“Excellent instruction from a knowledgeable consultant and practitioner. We learned information that we can readily apply to our local situations... This was an excellent course which I will highly recommend to my colleagues.”

– Lars Lund

PROGRAM NINE

4 DAYS: JULY 26 - JULY 29

(Monday through Thursday)

ISSUES AND STRATEGIES FOR CATHOLIC SCHOOL GUIDANCE COUNSELORS

A Symposium for Secondary School Counselors



WHO SHOULD ATTEND:

Directors of Guidance
College Counselors
Academic Counselors
Principals
Diocesan Personnel

METHODOLOGY:

Lecture
Group Discussion
Resource Exchange
Case Studies

PROGRAM LEADER

Shirley A. Arnold

This is the only program of its kind bringing together counselors from Catholic secondary schools throughout the nation. The course will provide participants the opportunity to engage in discussion and strategize about a wide variety of current issues impacting counselors, their departments, and their schools. Special attention is paid to the strong relationship between high quality guidance services and positive student recruitment and retention trends. Practical advice, invigorating discussion, and ample resources will be offered in several critical areas that include academic concerns, adolescent development issues, administrative responsibilities, and college planning services. The program goal is to provide participants with tools that they can immediately employ to strengthen their respective counseling programs.

TOPICS INCLUDE:

- Comprehensive Guidance Curriculum
- School Profiles and Transcripts
- Effective Strategies for Dealing with Problematic Areas
- Employ Technology in the Guidance Department
- Explore Strategies in Assisting with Adolescent Developmental Issues
- Student Advisories
- Design and Implementation of a Program of College Planning Services
- Insights into Supervisory Responsibilities
- Understand the Need for Departments to be Mission-Driven
- Network with Fellow Counselors



"What I liked best were the opportunities to engage in meaningful dialog with peers around topics immediately relevant to my work. I appreciated the diversity of our group and the opportunity to learn from all involved!"

— Kathy Rithven

PROGRAM TEN

4 DAYS: JULY 26 - JULY 29

(Monday through Thursday)

CATHOLIC SCHOOL ATHLETIC COACHING & PROGRAM ADMINISTRATION



WHO SHOULD ATTEND:

Principals
Athletic Directors
Coaches
Deans of
Student Affairs

METHODOLOGY:

Lecture
Group Discussion
Budget Preparation,
Review, and Analysis

PROGRAM LEADER

Richard J. McGrath,
OSA, Ph.D.

Coaches and athletic directors are people who have an essential and vital function in Catholic elementary and high schools. Their influence on student athletes and the overall school program is enormous. They can and do change lives. This program will examine the entire athletic program in Catholic elementary and high schools in the areas of athletic administration, coaching, student athletes, and ways of providing the best interaction with parents. It will discuss budgeting, finance, supervision, accountability, strategic planning and the foundational beliefs which underlie Catholic education and Catholic athletic programs. It will provide a wide range of materials and resources to benefit the school administrator concerned about the athletic program, to the athletic director as he or she administers this vital program, and to coaches who are involved in promoting the gospel values in Catholic athletic programs. This program will explore ways to train and cultivate the competencies of coaches, to enlighten parents and enlist their support, and to spread knowledge about the goals of athletic programs, which enrich the educational and personal experience of student athletes.

TOPICS INCLUDE:

- Designing a comprehensive plan for a healthy and effective athletic program
- Financial procedures for athletic directors and coaches
- Reflecting the gospel mission of the school through the athletic program
- Values and behaviors for coaches working in a Catholic setting
- Legal areas of importance and concern
- Gaining cooperation from student athletes
- Spirituality in athletics
- Effective styles of leadership
- NCAA regulations and policies
- Guiding parents to appropriate attitudes and behavior in Catholic youth sports
- Comprehensive planning for athletic programs
- Building and facilities improvements and renovation plans
- Athletic coaching evaluation

"It truly made me look deeper at my athletic program and recognize our strengths and weaknesses. I am leaving with a solid plan in place for improvements I never realized we needed."

— Jill Garlock, Saint Joseph Academy, Cleveland, OH

ONE DAY SEMINARS

In addition to the four-day certificate programs, we are offering five one-day seminars that will help ensure the success of your Catholic school.

Friday, July 30

8:30 am through 2:00 pm

FINDING OPPORTUNITY
IN CRISIS:
*Strategies
For Visionary
Leadership*



SEMINAR ONE

1 DAY:

FRIDAY, JULY 30

PRESIDENT/PRINCIPAL MODEL OF CATHOLIC SCHOOL ADMINISTRATION

This intensive one-day seminar will focus on:

Administrative functions in the Catholic school

- Personnel management and staff development
 - Academic affairs
 - Student affairs
 - Business affairs
 - Institutional advancement
 - Faith community affairs
 - Board relations
 - Parish relations
 - Diocesan relations

Understanding and assessing the need for a president/principal model of administration

- Division of responsibilities
- Cooperation and collaboration
- Clear job descriptions and function charts
- Shared ministry

Preparing the most effective administrative structure for your school

- Job descriptions
- Function charts
- Communicating with staff
- Communicating with other constituencies

WHO SHOULD ATTEND:

Presidents

Principals

Diocesan
Superintendents

Directors of Education

Religious Institute
Superiors

Teachers and
Administrators
considering advanced
Catholic school
administration

SEMINAR TWO

1 DAY:

FRIDAY, JULY 30

PREPARING FOR THE CAPITAL CAMPAIGN

This intensive one-day seminar will focus on:

Assessing readiness for the capital campaign

- Analysis of annual giving programs
- Analysis of database
- Analysis of staff requirements
- Staff needs and office equipment needs
- Prospect research
- The capital campaign feasibility study

Preparing for the capital campaign

- Creating a campaign infrastructure
- Evaluation of gift requirements
- Organization of volunteer leadership
- Planning for the sequential solicitation of strategic, leadership, and major gifts
- Preparing a capital campaign budget
- Preparing the capital campaign case statement

Conducting the capital campaign

- Designing and implementing the marketing phase
- Organizing volunteers and the campaign
- Face-to-face solicitation for major gifts
- Pledge billing and collection
- Utilizing the capital campaign to increase the donor base and to increase the level of giving among annual fund contributors

WHO SHOULD ATTEND:

Pastors

Principals

Parish and School
Development
Officers/Directors

Board Members

Development
Committee Members

Capital Campaign
Leaders and Volunteers



SEMINAR THREE

1 DAY:

FRIDAY, JULY 30

ESTABLISHING AND EMPOWERING AN ACTIVE ALUMNI ASSOCIATION

Strong and active alumni activity is a necessary ingredient in building a successful development program at any Catholic secondary school. No other constituent group feels a greater sense of loyalty and ownership than the graduates of your school. This course focuses on ways to build and maintain relationships with alumni, involve them more in the life of the school, and increase levels of volunteer and financial support.

This intensive one-day seminar will focus on:

- Creating interest prior to graduation
- Building an effective alumni association
- Attracting and supporting class representatives
- Enhancing relationships with graduates
- Serving graduates at various points in their life
- Increasing financial support from alums
- Establishing an alumni online community

WHO SHOULD ATTEND:

Presidents

Principals

Development Officers

Alumni/ae

Organization Officers

Alumni Volunteers



SEMINAR FOUR

1 DAY:

FRIDAY, JULY 30

ENHANCING THE ANNUAL FUND AT THE ELEMENTARY SCHOOL LEVEL

Catholic schools are becoming increasingly more dependent upon development efforts for new sources of revenue. As budgets tighten, parish subsidies decline, and tuition costs reach a ceiling, the Annual Fund Drive can be a major revenue stream to help balance the operational budget. Frank A. Glowaty has run successful Annual Fund Drives for nearly two decades and will provide first-hand experiences on how to enhance and grow your school's appeal.

This intensive one-day seminar will focus on:

Utilizing, evaluating, and improving the effectiveness of direct mail

- Setting realistic goals
- Writing effective solicitation letters
- Improved tracking of results
- Database management

Identifying, cultivating, and soliciting prospects

- What makes a good prospect?
- Cultivating major donors
- Preparing for the personal solicitation
- When is a prospect ready for a "bump ask"?

Planning and implementing an effective phonathon

WHO SHOULD ATTEND:

Parish and School
Development
Directors

Pastors

Principals

School Board Members

Development
Committee Members

Development Program
Volunteers



SEMINAR FIVE

1 DAY:
FRIDAY, JULY 30

NEW One Day Seminar for 2010!

PASTORING A PARISH WITH A CATHOLIC SCHOOL: ESSENTIAL TOOLS AND SKILLS FOR EFFECTIVE PASTORS

This new Certificate Program is designed specifically for pastors assigned to parishes with Catholic elementary, middle, or high schools. The program draws on successful experiences over the past thirty-six years and assists pastors in better implementing their administrative and canonical responsibilities in terms of:

- Mission oversight;
- Working with the Catholic school principal;
- Human resource functions;
- Planning issues;
- Financial planning, budgeting, financial management, and financial reporting;
- The use of technology in the parish and school;
- Integrating elements of Catholic faith with the teaching/learning process.

The overall goal is to equip both new and experienced pastors with the skills necessary to successfully meet the complex challenges they face in this new millennium.

Topics Include:

- Canonical and Pastoral Responsibilities
 - Canons 794-806
 - Other Appropriate Canons in Finance, Personnel, Catholic Identity, and Alienation of Property
- The Most Effective Catholic School Philosophy, Mission, and Vision Statements
- The Pastor's Role in Strategic Planning
- Dealing with Catholic School Administrators (Presidents and Principals)
- Dealing with Catholic School Boards (Consultative or of Limited Jurisdiction)
- Age-Appropriate Questions/Issues/Research for Catholic School Students from the Pastor's Perspective
- Long-Range Financial Planning, Budgeting, Financial Management, and Financial Reporting
- Communication and Marketing Issues
- Ensuring that the Catholic School Provides Opportunities for Worship, Teaches Catholic Faith and Gospel Values, Builds Community (Both Within the Parish and Beyond), and Educates for Service
 - Practical Implications for Implementing the Pastoral on Education
To Teach As Jesus Did

WHO SHOULD ATTEND:

Pastors
Parochial Vicars
Canonical
Administrators
Parish
Business Managers

GENERAL INFORMATION

Program Costs and Discounts

Costs for each program are indicated on the registration form. These costs include all program materials, the Sunday evening "welcome reception," and a Monday evening barbeque. Costs do not include accommodations or meals. An "early bird discount" of \$100 will be given to those registering prior to **May 15, 2010**.

To receive this discount, your registration deposit must be postmarked on or before **May 15, 2010**. Limited financial assistance is also available. Contact Catholic School Management at office@catholicchoolmgmt.com or at 203-421-5169 for additional information regarding group discounts. Registration for 2010 Certificate Programs closes **June 30, 2010**. A deposit of \$100 must accompany the registration form.



Cancellation Policy

Deposits will be returned by CSM only if the program is not held. In the event that a registered participant cancels, notification of cancellation must be received by **June 30, 2010** in order to receive a refund less the deposit of \$100.

Catholic School Management reserves the right to cancel any program if fewer than ten registrations are received. Please do not make non-refundable airline reservations without confirming that the program will be held.

Schedule

"Welcome to Notre Dame!" A reception is scheduled for Sunday evening from 7:00 - 8:00 p.m.

An outdoor barbeque is scheduled for Monday evening following the special Liturgy for all participants. Monday's Liturgy is scheduled for 5:00 p.m., with the barbeque beginning at 6:30 p.m. in the Morris Inn Irish Courtyard.

Daily Mass is celebrated in the Basilica at 5:15 p.m.

All programs begin at 9:00 a.m. on **July 26, 2010**, with registration beginning at 8:00 a.m. Daily Certificate Programs end at 4:30 p.m. Four-day programs conclude on Thursday at 12:30 p.m. The five-day program concludes on Friday at 12:30 p.m. Friday one-day seminars run from 8:30 a.m. to 2:00 p.m., with registration at 8:00 a.m.

Private appointments are available with all instructors throughout the program.

Please note that South Bend, Indiana is on Eastern Standard Time.



Housing and Meals

All programs are held at the Notre Dame Conference Center in McKenna Hall. Arrangements have been made for either dormitory or hotel accommodations on or near the campus. Housing accommodations are being handled through the Notre Dame Conference Center. Registration for dormitory or hotel housing should be completed online at <http://cce.nd.edu>. (Click on "Attend An Event" to find the link to the Catholic School Management event online housing registration.) Please call the Notre Dame Conference Center at 574-631-6691 for more information or for assistance in registering if online registration is not possible. While the deadline for receipt of your housing registration at Notre Dame is June 30, 2010, you are advised to make your request as early as possible given the limited number of rooms.

Meals may be purchased in the South Dining Hall or any on-campus dining facility. A restaurant list will also be provided to all registrants. Meal cards are available for advance purchase for registrants through the Notre Dame Conference Center to dine at on-campus venues in various increments.

REGISTRATION FORM

Enroll Today to ensure your place in the Program and/or Seminar of your choice!

Name _____ Title _____

Institution _____

Level: Elementary Secondary K-12

Address _____

City _____ State _____ Zip _____

Phone _____ E-mail _____

Diocese _____

Summer Mailing Address (if different from address above)

Address _____ City _____

State _____ Zip _____ E-mail _____ Phone _____

Please register me for the following Program:

**No Fee Increase
Again This Year!**
Registration Rates
Held

5-Day Program: JULY 26 - 30, 2010

PROGRAM ONE* Catholic School "Turnaround" Strategies

4-Day Programs: JULY 26 - 29, 2010

PROGRAM TWO Catholic School Development

PROGRAM THREE The Graduate Program For Institutional Advancement Professionals

PROGRAM FOUR Effective Student Recruitment And Retention For The Catholic Elementary School

PROGRAM FIVE Enrollment Management For The Catholic Secondary School

PROGRAM SIX Catholic Elementary School Administration: Leadership For Today, Planning And Vision For Tomorrow

PROGRAM SEVEN Leading Catholic Secondary Schools: Skills And Strategies For Success

PROGRAM EIGHT Budgeting And Financial Management In Catholic Schools

PROGRAM NINE Issues And Strategies For Catholic School Guidance Counselors

PROGRAM TEN Catholic School Athletic Coaching & Program Administration

Early Bird Registration

\$685

Expires May 15, 2010

Regular Registration

\$785

May 15 - June 15, 2010

Late Registration

\$895

After June 15, 2010

**Registrants for Program One, please add \$100 to the applicable registration fee above*

Please register me for the following Seminar:

1-Day Seminars: JULY 30, 2010

SEMINAR ONE President/Principal Model Of Catholic School Administration

SEMINAR TWO Preparing For The Capital Campaign

SEMINAR THREE Establishing And Empowering An Active Alumni Association

SEMINAR FOUR Enhancing The Elementary School Annual Fund

SEMINAR FIVE Pastoring A Parish With A Catholic School: Essential Tools And Skills For Effective Pastors

Early Bird Registration

\$185 *Expires May 15, 2010*

Regular Registration

\$245 *May 15 - June 15, 2010*

Late Registration

\$295 *After June 15, 2010*

A deposit of \$100 must accompany this registration form. Make all checks payable to CSM.

Mail this completed registration form and your deposit to:

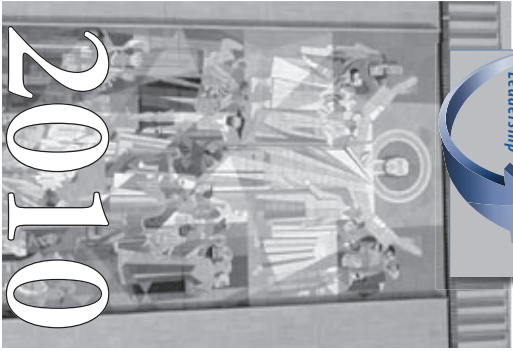
Certificate Programs Catholic School Management P.O. Box 4071, Madison, CT 06443-4071



Please feel free to copy this form to register additional individuals. If you would like additional information, please contact Catholic School Management at (203) 421-5169. Fax: (203) 421-5172 E-mail: office@catholicschoolmgmt.com



Catholic School Management, Inc.
 P.O. Box 4071 • Madison, Connecticut 06443



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**Summer Certificate
 Programs & Seminars**
*at The University of
 Notre Dame*



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